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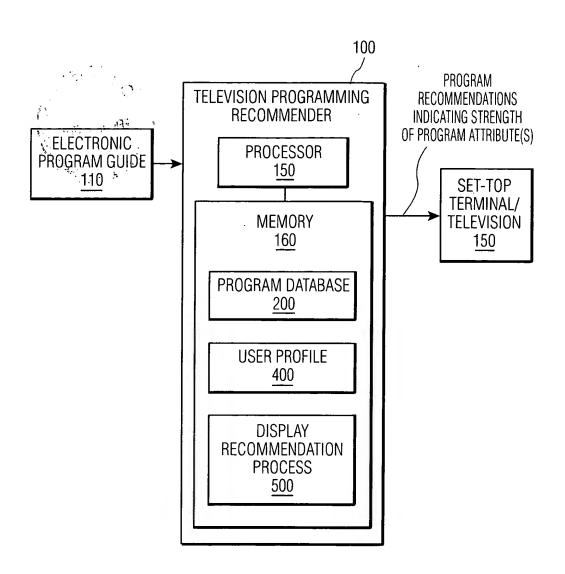


FIG. 1

PROGRAM DATABASE <u>200</u> "从一门" DATE/TIME 1 CHANNEL TITLE **GENRE** RECOMMENDER SCORE ••• 270 <u>240</u> <u>255</u> <u>245</u> <u>250</u> 11/18/99 -- 8:00 CH1 LUCY COMEDY 55 205 P.M. 210 11/18/99 -- 8:30 AL'S FAMILY SITCOM 78 CH1 P.M.

FIG. 2

YOUR HOUSE

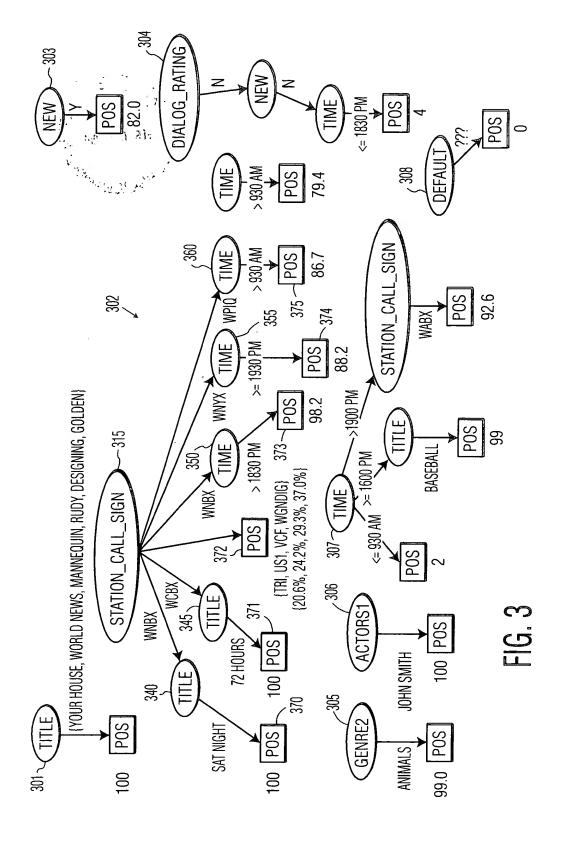
DRAMA

96

11/18/99 -- 9:00 P.M.

220

CH3



USER PROFILE 400

	· · · · · · · · · · · · · · · · · · ·	
	RULE <u>450</u>	SCORE 455
405	TITLE = { YOUR HOUSE, WORLD NEWS, MANNEQUIN,	100.0%
	RUDY, DESIGNING, GOLDEN}	
406	STATION_CALL_SIGN = WNBX & TITLE = SAT NIGHT	100.0%
407	STATION_CALL_SIGN = WCBX & TITLE = 48 HOURS	100.0%
408	STATION_CALL_SIGN = WNBX & TIME > 6:30 PM	98.2%
409	STATION_CALL_SIGN = WABX & TIME > 7:00 PM	92.6%
410	STATION_CALL_SIGN = WNYX & TIME >= 7:30 PM	88.2%
411	STATION_CALL_SIGN = WPIQ & TIME > 9:30 AM	86.7%
412	STATION_CALL_SIGN = HBC & TIME > 9:30 AM	79.4%
413	ACTORS1 = JOHN SMITH	100.0%
414	GENRE2 = ANIMALS	99.0%
415	TIME >= 4:00 PM & TITLE = BASEBALL	99.0%
416	STATION_CALL_SIGN = TRI	20.6%
417	STATION_CALL_SIGN = US1	24.2%
418	STATION_CALL_SIGN = VCF	29.3%
419	STATION_CALL_SIGN = WGNDIG	37.0%
420	TIME <= 9:30 AM	2.0%
421	NEW = Y	82.0%
422	DIALOG_RATING = N & NEW = N & TIME <= 6:30 PM	79.4%
423	DEFAULT = ???	0%

FIG. 4

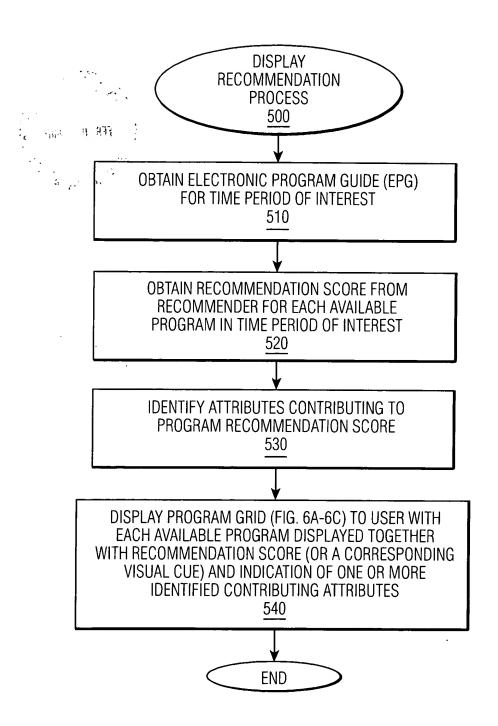


FIG. 5

ELECTRONIC PROGRAM GUIDE - 600 (WITH SCORE AND INDICATION OF CONTRIBUTING ATTRIBUTE(S))

		EPG FOR THURSDA	FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.	OM 8 P.M. UNTIL 11	P.M.
	8:00	8:30	9:00	9:30	10:00 10:30
CH 1	LUCY <score=55> SIGNIFICANT</score=55>	SCOR SCOR	AL'S FAMILY <score=78></score=78>	STAR VOYAGER <score=23></score=23>	CH 1 NEWS <score=62></score=62>
	ATTRIBUTE: GENRE=COMEDY	SIGNIFICANT ATTRIB	SIGNIFICANT ATTRIBUTE: GENRE=SITCOM	STATION=CH1	SIGNIFICANT ATTRIBUTE: TIME > 10:00 P.M.
CH 2	BASEBALL TODAY <score=99> SIGNIFICANT ATTRIBUTE: TIM</score=99>	EBALL TODAY (SCORE=99> TATTRIBUTE: TIME>4:00	INSIDE SCOI SIGNIFICANT ATTRI	INSIDE SPORTS <score=14> SIGNIFICANT ATTRIBIJTE: STATION=CH2</score=14>	HOCKEY SIGNIFICANT ATTRIBITE: STATION=CH2 & TIME >
	P.M. & TITLE=BASEBALI	=BASEBALL	& TIME >	& TIME > 6:00 P.M.	6:00 P.M.
CH3	TONIGHT <score=52> SIGNIFICANT</score=52>	FAMILY TIME <score=30> SIGNIFICANT</score=30>	YOUR HOUSE <\$CORE=100> SIGNIFICANT	EVENING NEWS <score=69> SIGNIFICANT</score=69>	HOSPITAL DARAMA <\$C0RE=88>
	ATTRIBUTE: GENRE=TALK SHOW.	Attribute. Genre=Drama	ATTRIBUTE: TITLE	ATTRIBUTE: ACTOR=TOM JENNINGS	SIGNIFICANT ATTRIBUTE: GENRE=DRAMA
•					
00	WORLD NEWS <\$0.00F=100>	NEWS =100>	LOCAL	LOCAL NEWS	NEWSSTAND ACORE-65
66	SIGNIFICANT ATTRIBUTE.	IRIBUTE: TITLE	SIGNIFICANT ATTRI	SIGNIFICANT ATTRIBUTE: GENRE=NEWS	SIGNIFICANT ATTRIBUTE: STATION=CH99 & TIME>8:00 P.M.

FIG. 6A

7/8

ELECTRONIC PROGRAM GUIDE - 600 (COLOR CODED)

	,				//8				
P.M.	10:00	CH T NEWS CLIGHT GREENS	SIGNIFICANT ATTRIBUTE: TIME > 10:00 P.M.	HOCKEY	<pre></pre>	HOSPITAL DARAMA <dark green=""></dark>	SIGNIFICANT ATTRIBUTE: GENRE=DRAMA		NEWSSTAND <light green=""> SIGNIFICANT ATTRIBUTE: STATION=CH99 & TIME>8:00 P.M.</light>
EPG FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.	9:30	STAR VOYAGER <red></red>	ATTRIBUTE: STATION=CH1	INSIDE SPORTS	<pre><uark ked=""> SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.</uark></pre>	EVENING NEWS <light green=""> SIGNIFICANT</light>	ATTRIBUTE: ACTOR=TOM JENNINGS		LOCAL NEWS <light green=""> SIGNIFICANT ATTRIBUTE: GENRE=NEWS</light>
AY, NOV. 18, 1999 FR	00:6	AL'S FAMILY <green></green>	SIGNIFICANT ATTRIBUTE: GENRE=SITCOM	INSIDE	SIGNIFICANT ATTRI	YOUR HOUSE	ATTRIBUTE: TITLE		LOCAL <ugistable< td=""></ugistable<>
EPG FOR THURSD,	08:30	AL'S F	SIGNIFICANT ATTRIB	L TODAY	.u.> IIBUTE: TIME>4:00 =BASEBALL	FAMILY TIME <red> SIGNIFICANT</red>	ATTRIBUTE: GENRE=DRAMA		news Reen> Iribute: Title
	8:00	LUCY <yellow> SIGNIFICANT</yellow>	ATTRIBUTE: GENRE-COMEDY	BASEBALL TODAY	SIGNIFICANT ATTRIBUTE: TIME>4:00 P.M. & TITLE=BASEBALL	TONIGHT <yellow></yellow>	ATTRIBUTE: GENRE=TALK SHOW.		World News Significant attribute: T
		CH 1			CH 2	CH3		000	66 HO

ELECTRONIC PROGRAM GUIDE - 600 (SIZE OF TEXT)

(SIZE OF 1EAT) EPG FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.	G FOR THURSDAY, NOV. 18, 1999 FROM 8 P.M. UNTIL 11 P.M.	8:30 9:00 9:30 10:00	AL'S FAMILY ↑ STAR CREEN> CH 1 NEWS ↑ VOYAGER ↓ CH 1 NEWS ↑	SIGNIFICANT ATTRIBUTE: GENRE=SITCOM ATTRIBUTE: STATION=CH1 SIGNIFICANT ATTRIBUTE: TIME > 10:00 P.M.	INSIDE SPORTS U	SIGNIFICANT ATTRIBUTE:STATION=CH2 SIGNIFICANT ATTRIBUTE: STATION=CH2 & TIME > 6:00 P.M.	H ⇒-	ATTRIBUTE: SIGNIFICANT ATTRIBUTE: GENRE=DRAMA GENRE=DRAMA ATTRIBUTE: TITLE ACTOR=TOM JENNINGS		007	CLIGHT GREENS	e: III.Le SIGNIFICANT ATTRIBUTE: GENRE=NEWS SIGNIFICANT ATTRIBUTE: STATION=CH99 &
		8:00 LUCY ⇒ <yellow> SIGNIFICANT ATTRIBUTE: CENDE_COMERY</yellow>		ATTRIBUTE: GENRE=COMEDY	BASEBALL TODAY ↓	Cheu> Significant attribute: Tii P.M. & Title=Baseba	TONIGHT ⇒ FA <yellow></yellow>	ATTRIBUTE: GENRE=TALK SHOW		WORLD NEWS	<light green=""> SIGNIFICANT ATTRIBUTE:</light>	
ļ			CH 1			CH 2	CH 3		•	(СН 99 СН 99	

HG. 60